

## ORDER



**Orders**  
**Order / Rev:** 59771  
**Alt Order #:** 08872086  
**Product Desc:** LOVE/HOUSE/R  
**Estimate:** C23C29  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/25/12 / 09/25/12  
**Order Type:** CIA - C

## KTVX-TV

**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency**  
**Name:** Smart Media  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mia Love  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	32	\$8,800.00	\$7,480.00
10/29/12	10/29/12	10	\$1,960.00	\$1,666.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$8,800.00	\$7,480.00	0.00
November 2012	10	\$1,960.00	\$1,666.00	0.00
<b>Totals</b>	<b>42</b>	<b>\$10,760.00</b>	<b>\$9,146.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KTVX-TV	20%	\$10,760.00
Market	100%	\$53,800.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	31%	\$16,678.00
KSTU	11%	\$5,918.00
KUCW	0%	\$0.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	38%	\$20,444.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/24/12	10/24/12	M-F 2p-3p	CM	2:00 PM-3:00 PM	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    --W----            1    \$100.00    0.00															
E 2	KTVX	10/25/12	10/25/12	M-F 2p-3p	CM	2:00 PM-3:00 PM	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00

Order / Rev: 59771  
 Alt Order #: 08872086  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Mia Love  
 Product Desc: LOVE/HOUSE/R  
 Estimate: C23C29  
**KTVX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2p-3p M-F 2p-3p											
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$100.00		0.00						
E 3	KTVX	10/26/12	10/26/12	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$100.00		0.00						
E 4	KTVX	10/29/12	10/29/12	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$100.00		0.00						
E 5	KTVX	10/28/12	10/28/12	This Week This Week	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$150.00		0.00						
E 6	KTVX	10/23/12	10/23/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$250.00		0.00						
E 7	KTVX	10/24/12	10/24/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$250.00		0.00						
E 8	KTVX	10/25/12	10/25/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$250.00		0.00						
E 9	KTVX	10/26/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$250.00		0.00						
E 10	KTVX	10/29/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$250.00		0.00						
E 11	KTVX	10/28/12	10/28/12	Su 4p-430p Su 4p-430p	CM	4:00 PM-4:30 PM	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				TALKING PICTURES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$150.00		0.00						
E 12	KTVX	10/23/12	10/23/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	-T-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$140.00		0.00						
E 13	KTVX	10/24/12	10/24/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	--W----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$140.00		0.00						
E 14	KTVX	10/25/12	10/25/12		CM	7:00 AM-9:00 AM	---T---	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00

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Advertiser: Mia Love  
Product Desc: LOVE/HOUSE/R  
Estimate: C23C29  
**KTVX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Good Morning America GMA 7a-9a															
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$140.00		0.00						
E 15	KTVX	10/26/12	10/26/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	----F--	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$140.00		0.00						
E 16	KTVX	10/29/12	10/29/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	M-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$140.00		0.00						
E 17	KTVX	10/23/12	10/23/12	ABC4 News at 4p ABC4 News at 4p	CM	4:00 PM-4:30 PM	-T-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$165.00		0.00						
E 18	KTVX	10/25/12	10/25/12	ABC4 News at 4p ABC4 News at 4p	CM	4:00 PM-4:30 PM	---T---	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$165.00		0.00						
E 19	KTVX	10/29/12	10/29/12	ABC4 News at 4p ABC4 News at 4p	CM	4:00 PM-4:30 PM	M-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$165.00		0.00						
E 20	KTVX	10/24/12	10/24/12	ABC4 News at 430p ABC4 News at 430p	CM	4:30 PM-5:00 PM	--W----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$165.00		0.00						
E 21	KTVX	10/25/12	10/25/12	ABC4 News at 430p ABC4 News at 430p	CM	4:30 PM-5:00 PM	---T---	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$165.00		0.00						
E 22	KTVX	10/29/12	10/29/12	ABC4 News at 430p ABC4 News at 430p	CM	4:30 PM-5:00 PM	M-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$165.00		0.00						
E 23	KTVX	10/23/12	10/23/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	-T-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$165.00		0.00						
E 24	KTVX	10/25/12	10/25/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	---T---	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$165.00		0.00						
E 25	KTVX	10/29/12	10/29/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	M-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$165.00		0.00						
E 26	KTVX	10/23/12	10/23/12		CM	6:00 PM-6:30 PM	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00

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 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Mia Love  
 Product Desc: LOVE/HOUSE/R  
 Estimate: C23C29  
**KTVX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ABC4 News at 6p											
				ABC4 News at 6p											
				NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$200.00		0.00			
E 27	KTVX	10/24/12	10/24/12	ABC4 News at 6p	CM	6:00 PM-6:30 PM	--W----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				ABC4 News at 6p											
				NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$200.00		0.00			
E 28	KTVX	10/25/12	10/25/12	ABC4 News at 6p	CM	6:00 PM-6:30 PM	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				ABC4 News at 6p											
				NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$200.00		0.00			
E 29	KTVX	10/29/12	10/29/12	ABC4 News at 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				ABC4 News at 6p											
				NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$200.00		0.00			
E 30	KTVX	10/27/12	10/27/12	Sat ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				Sat ABC4 News @ 5p											
				NEWS AT 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$175.00		0.00			
E 31	KTVX	10/28/12	10/28/12	SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				SUN ABC4 News @ 5p											
				NEWS AT 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$175.00		0.00			
E 32	KTVX	10/23/12	10/23/12	Nightline	CM	10:35 PM-11:05 PM	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				M-F 1036p-1103p											
				NIGHTLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$200.00		0.00			
E 33	KTVX	10/24/12	10/24/12	Nightline	CM	10:35 PM-11:05 PM	--W----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				M-F 1036p-1103p											
				NIGHTLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$200.00		0.00			
E 34	KTVX	10/29/12	10/29/12	Nightline	CM	10:35 PM-11:05 PM	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				M-F 1036p-1103p											
				NIGHTLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$200.00		0.00			
E 35	KTVX	10/24/12	10/24/12	M-F 11p-1130p	CM	11:05 PM-11:35 PM	--W----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				M-F 1103p-1133p											
				ACCESS HWOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$175.00		0.00			
E 36	KTVX	10/29/12	10/29/12	M-F 11p-1130p	CM	11:05 PM-11:35 PM	M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				M-F 1103p-1133p											
				ACCESS HWOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$175.00		0.00			
E 37	KTVX	10/24/12	10/24/12	ABC4 News at 10pm M-F	CM	10:00 PM-10:35 PM	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				M-F 10p-1036p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.00			
E 38	KTVX	10/25/12	10/25/12		CM	10:00 PM-10:35 PM	---T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00

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Advertiser: Mia Love  
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 Estimate: C23C29

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ABC4 News at 10pm M-F M-F 10p-1036p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$400.00			0.00			
E 39	KTVX	10/29/12	10/29/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM	-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$400.00			0.00			
E 40	KTVX	10/27/12	10/27/12	ABC4 News at 10pm Sa Sa 10p-1030p	CM	10:00 PM-10:35 PM	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
SA 7NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$325.00			0.00			
E 41	KTVX	10/28/12	10/28/12	ABC4 News at 10pm Su Su 10p-1030p	CM	10:00 PM-10:35 PM	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$500.00			0.00			
E 42	KTVX	10/24/12	10/24/12	Wed Reg 3 NASHVILLE	CM	9:00 PM-10:00 PM	--W----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
NASHVILLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1			\$2,500.00			0.00			
													Totals	42	\$10,760.00